

Expo [2010]

Right Here, Right Now!

October 6–7

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Seize the Opportunity!
One-to-One Sessions

By Invitation Only!

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“Technology increases the speed of business but it will never replace the ‘traditional’ relationship-building process . . . a firm handshake greeting and a face to face conversation.”

Angela Freeman, HMSDC

The Facts of Life

- **Purchasers are busy people.**
- **It's easier to deal with known suppliers.**
- **Repeated contacts from “wannabe vendors” can waste their time.**

The Facts of Life

- It's difficult for Minority Suppliers to move from networking to "real access."
- Minority Suppliers frequently learn about real opportunities after the fact.
- Procurement officers are readily available. Purchasers are not.

Solution – One-to-One Sessions

Relationship-Building Process

What are One-to-One Sessions?

- **Pre-arranged 15-minute appointments *by invitation only***
- **Between minority supplier and corporate representative**
- **Focus on upcoming procurement needs**

What are One-to-One Sessions?

An opportunity for

- **Minority suppliers to explain their value proposition**
- **Corporate representatives to meet qualified minority suppliers**

What are One-to-One Sessions?

An opportunity for

- **Corporate representatives to initiate the relationship between the minority supplier and the purchaser**
- **Minority suppliers to get specific information about a real opportunity**

What's the Difference?

Visiting an Exhibitor's Booth

- The supplier decides how many and which companies to target.
- The supplier markets directly to those targets.
- The supplier may get direct access to the purchaser or vital procurement information.

Maximizing the Value - Corporate

- Commit representatives who know about specific business opportunities
- Ensure that the representative knows the purchaser's minimum supplier requirements
- Ensure that the representative is prepared to provide the purchaser's contact info
- Ensure that the representative follows up with the purchaser re capable suppliers

Maximizing the Value - Suppliers

- **Introduce yourself confidently and explain your value proposition.**
- **Get the contact information of the corporate representative and the purchaser.**
- **Agree to a specific date and time for follow up**

One-to-One Resources

HMSDC Staff

- Provide HMSDC with a list of upcoming contract opportunities for products or services your company is seeking to purchase.
- HMSDC will match your contract requirements with qualified minority suppliers who have registered for EXPO and set up appointments.

Registration Information

**Contact HMSDC
One-to-One Coordinator**

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Corporate Sourcing Deadline: September 3, 2010